

Integrating Sustainability into Comprehensive Plans: Standards

Why Standards?

Guidance for communities that choose to address these concerns

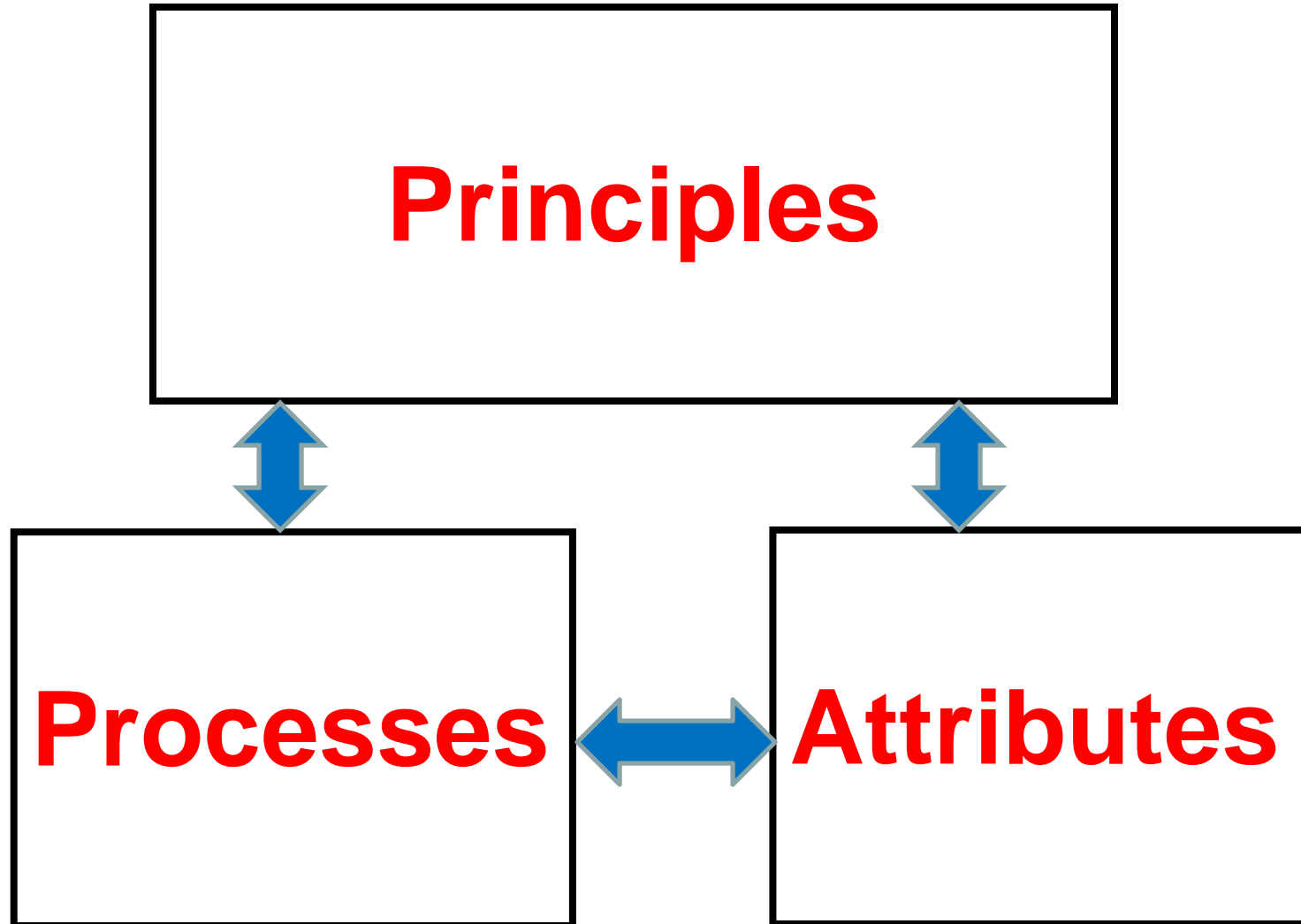
Integration of the wide range of issues that contribute to the long-term sustainability of a place

Consistent terminology for planners, developers, officials and communities

Ideas to use as a starting point for any community's policy direction

Examples of best practices to inform and educate stakeholders and decision-makers

Standards Framework



Sustaining Places Principles

Principles describe the substantive content of plans that reflects the current best practice for sustaining places.

- Livable built environment
- Harmony with nature
- Resilient economy
- Interwoven equity
- Healthy community
- Responsible regionalism

Livable Built Environment Principle

Land use, transportation, housing, energy, & infrastructure work together to provide sustainable, green places for living, working, & recreation with high quality of life.

Characteristics:

- Transportation choices
- Mixed land use at different scales
- Renewable energy
- Infill development
- Range of housing types
- Access to public facilities
- Urban design standards
- Green building standards
- Regional transportation
- Complete streets
- Walkable neighborhoods
- Historic preservation

Example – Green Building



Principle	Practice	Concept Definition
Livable Built Environment	Implement green building design and energy conservation.	A green building is characterized by design features that, if used as intended, will minimize the environmental impacts of the building over the course of its lifespan. The goals of green building design are energy and resource efficiency, waste reduction and pollution prevention, and occupant health and productivity. Energy conservation refers to reducing energy consumption through energy efficiency or behavioral change.

Harmony with Nature Principle

Contributions of natural resources to human wellbeing are explicitly recognized, valued, & maintaining their health is a primary objective.

Characteristics:

- Conserve natural areas
- Reduce carbon footprints
- Restore & connect habitats
- Respect topography
- Meet air quality standards
- Achieve climate goals
- Increase energy security
- Commit to green building
- Reduce solid waste streams
- Restore/manage streams
- Manage stormwater
- Conserve resources
- Responsible stewardship
- Safe/adequate water supply

Resilient Economy Principle

Community prepares to deal with both positive & negative changes to its economic health & to initiate sustainable urban development and redevelopment that foster business growth & reliance on local assets.

Characteristics:

- Economic growth capacity
- Balanced land use mix
- Commercial/industrial land development
- Transport access to jobs
- Green business encouragement
- Innovative/entrepreneurial atmosphere
- Fiscal sustainability/transparency
- Local ownership promotion
- Regional competition response
- Neighborhoods at risk plans
- Community-based econ. dev.
- Jobs w/competitive wages
- Educational partnerships
- Efficient infrastructure
- Advance plans for disaster recovery

Interwoven Equity Principle

Fairness and equity in providing for the housing, services, health, safety, & livelihood needs of all citizens and groups.

Characteristics:

- Provide affordable housing
- Coordinate jobs/housing
- Improve poor neighborhoods
- Improve at-risk health
- Include under-served in planning
- Measure plan outcomes
- Promote workplace diversity
- Access to services for minorities
- Improve old infrastructure
- Protect vulnerable from hazards
- Determine equitable distribution of costs/ benefits

Healthy Communities Principle

Public health needs are recognized & addressed through provisions for healthy foods, physical activity, access to recreation, health care, environmental justice, & safe neighborhoods.

Characteristics:

- Safe & healthy neighborhoods
- Accessible parks & open space
- Opportunities for active lifestyles
- Locally grown healthy food
- Wellness of at-risk populations
- Adequate schools for all
- Mitigate brownfield sites
- Access to affordable health care
- Support for arts & culture
- Design for walking & biking
- Env. justice to protect poor neighborhoods from pollution

Responsible Regionalism Principle

All local proposals account for ,connect with, & support plans of adjacent jurisdictions and surrounding region.

Characteristics:

- City & regional activity connections
- Fair share housing
- Pop & econ projections
- Regional visions & plans
- Green-print plans
- Infrastructure
- Needs & priorities
- Shared fiscal resources
- Coordinate with regional land use, open space & mobility programs

Sustaining Places Processes

Processes describe the current best practice in terms of the process used to create a sustaining places plan.

- Authentic participation
- Accountable implementation

Authentic Participation Process

The planning process actively involves all segments of the community in analyzing issues, generating visions, developing plans, & monitoring outcomes.

Characteristics:

- City & neighborhood involvement
- Diverse participation
- Organize constituencies
- Stakeholder representatives
- Techniques geared to populations
- Social media use
- Disadvantaged leadership
- Agency staff involvement
- Transparent decisions
- Alternative vision scenarios & outcome evaluations
- Ongoing information

Accountable Implementation Process

Responsibilities for carrying out the plan are clearly stated, along with metrics for evaluating progress in achieving desired outcomes.

Characteristics:

- Involve public in goal setting
- Use indicators/metrics
- Coordinate implementing agencies
- Set plan-related investment priorities
- Commit resources
- Monitor outcomes & goal progress
- Report during budgeting
- Balance upgrades with new services & green technology
- Assign responsibilities

Example: Accountable Implementation



Process

Practice

Accountable Implementation

Coordinate plan implementation responsibilities and schedules among internal and external agencies and organizations.

PROGRESS 2011 Work Plan

#	Activity	Lead Entity	Status
1	Updated Online Case Studies	ULI NT	not started
2	Online Design Guidance	UTA CMD	not started
3	Communications Materials	VNT Partnership	not started
4	Briefings & Presentations	VNT Partnership	early stages of work
5	Major Updates to Regional Wastewater Plan	NCTCOG E&D	in progress
6	Updated Trinity River COMMON VISION Policy Position	NCTCOG E&D	well underway
7	Watershed Protection Strategies for Water Supply Lakes	NCTCOG E&D	nearly complete
8	Transportation-Related Activities	NCTCOG T	finished
9	Mobility 2035	NCTCOG T	finished
10	Access to Healthy Food and Lifestyles	HRT	not started
11	Coordination of Regional Housing Plans & Policies	NTHC	early stages of work
12	Climate Resilience Research	UTA SUPA	in progress
13	Marketing of North Texas Region	NTC	well underway
14	Greenprinting to Identify High-Priority Natural Areas for Preservation	NCTCOG E&D	nearly complete
15	ReMix - Refined Mixed Use Centers Database on the Internet	NCTCOG E&D	finished
16	Vibrant North Texas Towns - Helping Separate Communities	NCTCOG E&D	not started
17	Local Plans and North Texas 2050	NCTCOG E&D	early stages of work
18	Sustainability Recognition Program	ULI NT	in progress
19	Housing & Demographic Analysis	NCTCOG RIS	well underway
20	Housing & Development Indicators	NTHC	nearly complete
21	Health Indicators	HRT	not started
22	Regional Benchmarks & Indicators	UTA CMD	early stages of work
23	Annual Review & Summit	VNT	finished

- not started
- early stages of work
- in progress
- well underway
- nearly complete
- finished

Sustaining Places Attributes

Attributes describe current best practices for the plan document – the product of these efforts.

- Content
- Characteristics

Consistent Content Attribute

The plan contains a consistent set of vision, goals, policies, objectives, & actions ... based on evidence about community conditions as well as major issues & impacts.

Characteristics:

- Identify strengths, weaknesses, opportunities & threats
- Set measurable objectives
- Action agenda for implementation
- Analyze facts on community condition
- Monitor & evaluate plan outcomes
- Lay out future vision
- Maps, tables, graphics, & summaries
- State goals
- Specify policies

Coordinated Characteristics Attribute

The plan includes creative & innovative strategies & recommendations, & coordinates them internally with each other, vertically with federal and state requirements, & horizontally with plans of adjacent jurisdictions.

Characteristics:

- Comprehensive--cover all relevant topics
- Coordinated--vertically & horizontally
- Integrated--include other plans' recs
- Persuasive--communicate clearly
- Compliant--mandates, standards & laws
- Consistent --systems format
- Transparent--explicit rationales

Using the Standards

Review the set of standards to understand the range of topics covered and the relationships between them.

Use these standards as a foundation for discussion and education of citizens, elected & appointed officials.

Decide which principles & practices are appropriate to address in your planning initiative.

Use these processes and attributes to structure your planning process and product.

Take advantage of the resource provided by the consistent terminology and best practice examples.

Sustaining Places with Comprehensive Plans

Ben Herman, FAICP

David Rouse, AICP

Karen Walz, FAICP

National Planning Conference

Atlanta, April 27, 2014

Agenda

1. Background on Comprehensive Plans for Sustaining Places (D. Rouse)
2. Integrating Sustainability into Comprehensive Plans: Standards (K. Walz)
3. Integrating Sustainability into Comprehensive Plans: Case Studies (B. Herman)
4. Questions and Discussion

APA's Sustaining Places Initiative



The Sustaining Places Initiative is a multi-year, multi-faceted program to define the role of planning in addressing all human settlement issues relating to sustainability.

Announced at World Urban Forum, Rio De Janeiro,
March 2010

Evolution of Sustaining Places Initiative

- Sustaining Places Task Force (2010-12)
 - *Sustaining Places: The Role of the Comprehensive Plan* (PAS Report No. 567) (2012)
- Sustaining Places Working Group (2012/13)
 - Comprehensive Plan Sustainability Standards
 - Potential Comprehensive Plan Designation System
- Plan Standards Workshop 1: Chicago (2013)
- Pilot Communities (2013/14)
- Plan Standards Workshop 2: Atlanta (yesterday)
- Forthcoming PAS Report: *Sustaining Places Comprehensive Plans: A How-to Guide* (2014)

Sustaining Places Task Force

CHARGE

- Define the role of comprehensive planning in addressing the sustainability of human settlement

Planning for sustainability is the defining challenge of the 21st century...Planning processes allow communities to look past immediate concerns, to evaluate options for how best to proceed, and to move towards a better future.

Sustaining Places: The Role of the Comprehensive Plan



David R. Godschalk, FAICP and William R. Anderson, FAICP



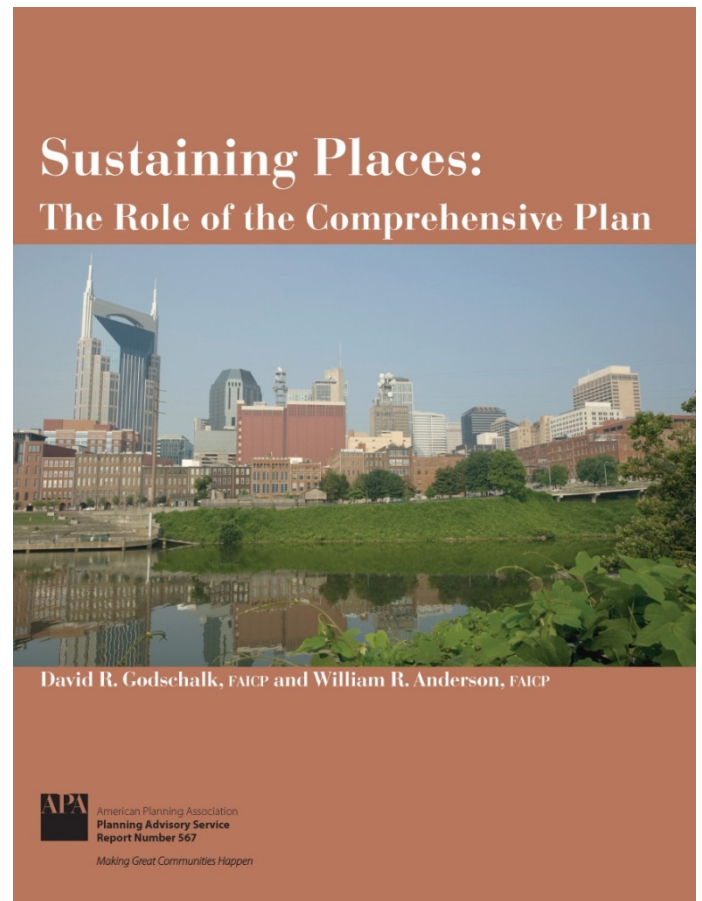
American Planning Association
Planning Advisory Service
Report Number 567

Making Great Communities Happen

Sustaining Places Task Force

KEY CONCEPTS

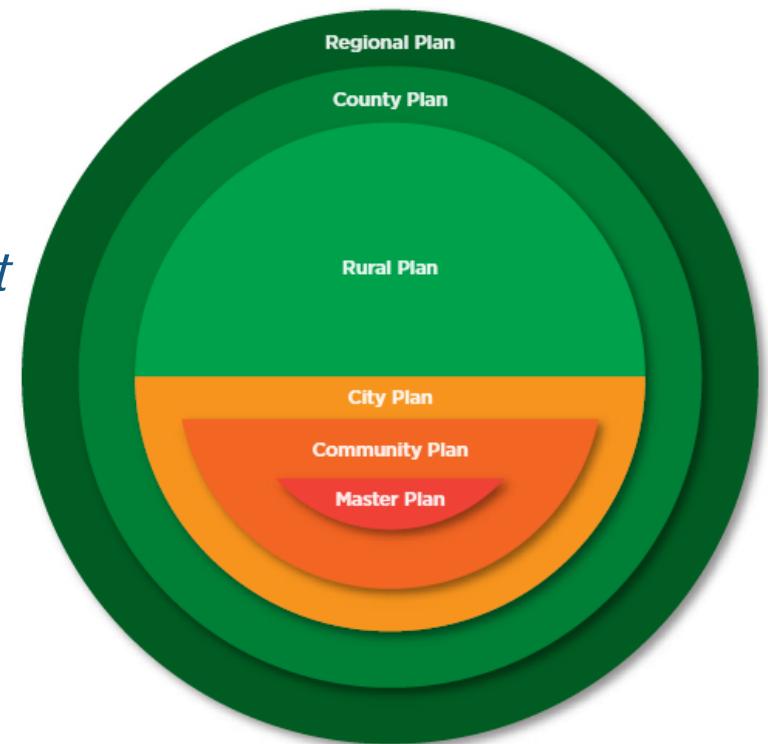
- Integration (systems approach)
 - Process / content
 - Plan components
 - Scales of planning
- Emphasis on implementation
- Best practice principles



Sustaining Places Task Force

INTEGRATE ACROSS SCALES

Goals for sustaining places are most effectively achieved when the different scales of comprehensive planning come together and reinforce themselves, vertically integrating...



Sustaining Places Task Force

ACCOUNTABLE IMPLEMENTATION

...the goals and policies of a plan for sustaining places should ensure that the responsibilities for carrying out the plan are clearly stated, along with metrics for measuring progress in achieving desired outcomes.

	Health	Livability	Wellness	Recreation	Community	Transportation
Sustainable	• Tree preservation and ecologically sound landscape design (LIV 10, 14)			• Environmental best management practices in parks and recreation areas (CPR 4)	• Collaboration with private citizens and organizations (HI 3, 4)	
Open Lands		• Connected system of open lands (Structure Map theme, LIV 23, 40, 41, 42, 45, 46) • Clustered residential development (LIV 27)	• Opportunities for recreation and active lifestyles (SW 2) • Food production (SW 3)	• Interconnected system of open lands (CPR 4) • Multi-purpose lands (CPR 5)	• Engagement and learning (HI 2, 3) • Forge partnerships and collaborate regionally (HI 4)	• Interface with open lands (T 4) • Connected system of trails (T 11)
Energy	• Innovation in clean energy industry cluster (EH 2)	• Energy conservation and efficiency in housing (LIV 9)	• Emergency management and the electric grid (SW 1)		• Engagement and learning (HI 2, 3) • Technological solutions (HI 6, 7)	• New vehicle types (T 17) • Transportation energy use impacts (T 30)
Air Quality		• Multiple means of travel to reduce vehicle miles traveled (Structure Map theme, LIV 21, 30, 35, 36, 37, 43, 44, 45) • Reduced carbon emissions (Structure Map theme)	• Enforcement of health ordinances (SW 2) • Emergency preparedness and weather events (SW 1)		• Engagement and learning (HI 2, 3) • Forge partnerships and collaborate regionally (HI 4)	• Transportation Demand Management to reduce vehicle miles traveled and improve air quality (T 3, 27, 30)
Climate		• Adaptive reuse of historic structures (LIV 16, 17)	• Emergency management and hazardous materials (SW 1)		• Engagement and learning (HI 2, 3) • Forge partnerships and collaborate regionally (HI 4)	• Transportation Demand Management to reduce greenhouse gas emissions (T 27, 30)
Water		• Encourage redevelopment by reducing stormwater infrastructure barriers (EH 4)	• Adequate public facilities with development (LIV 4)	• Multi-purpose lands (CPR 5)	• Engagement and learning (HI 2, 3) • Forge partnerships and collaborate regionally (HI 4)	• Green streets (T 24)
Stormwater	• Innovation in water industry cluster (EH 2)	• Adequate public facilities with development (LIV 4) • Water efficiency and conservation	• Emergency management and flooding (SW 1)	• Untreated water for irrigation in appropriate areas (CPR 4)	• Engagement and learning (HI 2, 3) • Forge partnerships and collaborate regionally (HI 4)	

Sustaining Places Task Force

PRINCIPLES

- Livable built environment
- Harmony with nature
- Resilient economy
- Interwoven equity
- Healthy communities
- Responsible regionalism
- Authentic participation
- Accountable implementation

Sustaining Places: The Role of the Comprehensive Plan



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Making Great Communities Happen

Working Group (2012-2013)

Charge

- Develop principles into comp plan standards
- Explore system to designate exemplary plans

Activities

- Drafted standards & designation scoring system
- Tested scoring system on selected plans
- Conducted 2013 workshop in Chicago

Findings

- Standards are a useful resource for communities preparing, updating or evaluating comp plans
- Designation system needed more work

Pilot Communities (2013-2014)

- Savona Village, NY (population 822)
- Foxborough, MA (16,865)
- Wheeling, WV (28,213)
- Goshen, IN (31,719)
- Rock Island, IL (39,018)
- Auburn, WA (70,180)
- New Hanover County, NC (202,677)
- Oklahoma City, OK (599,199)
- Seattle, WA (634,535)
- Memphis/Shelby County, TN (927,644)

Seattle, WA

Seattle Stats

- 634,535 people (2012)
- \$67,100 HHI
- 41% solos
- 21% millennials
- Tech, Aerospace, Life Science, Maritime

Wheeling, WV

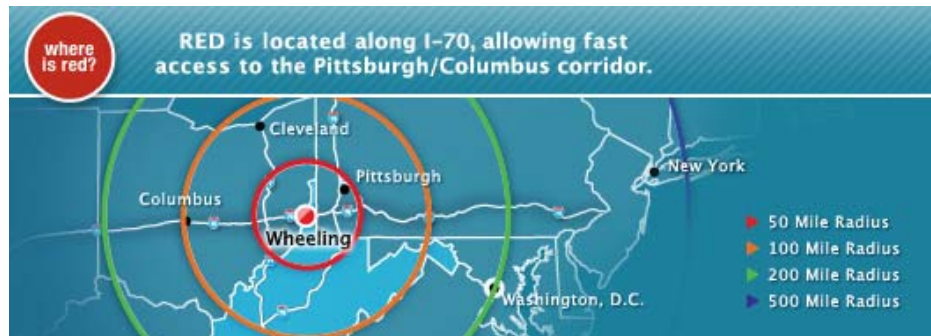


Image Source: Regional Economic Development Partnership (RED)



- 16 square miles
- Located in WV Panhandle, along the Ohio River
- First capital of West Virginia
- Established in 1795
- Entire city is a National Heritage Area (National Park Service)
- 1930 Pop: **61,659** (Peak)
- 2012 Pop: **28,213**
- Historically a coal and steel town
- Center of the Marcellus Shale region

Pilot Communities (Activities)

- Refined / finalized standards
- Developed draft designation system
 - Scoring matrix based on standards
 - Designation levels: Basic, Silver, Gold
 - Application system / form
- Tested system on completed comp plans
 - Austin
 - Norfolk
 - Raleigh
 - Rock Island

Next Steps

- Make standards available as a resource for communities
 - <http://www.planning.org/sustainingplaces/compplanstandards/>
 - Forthcoming PAS Report (2014)
- Evaluate designation system

For more information:

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Integrating Sustainability in Plans: What's Different?

1. New topics
2. Organizational structure
3. Linked issues
4. More emphasis on implementation,
measuring and monitoring

Typical Plan Elements

- Air Quality
- Community Design
- Community Facilities
- Economic Development
- Environmental Conservation
- Historic and Cultural Resources
- Housing/ Neighborhoods
- Land Use and Growth
- Parks and Open Space
- Transportation

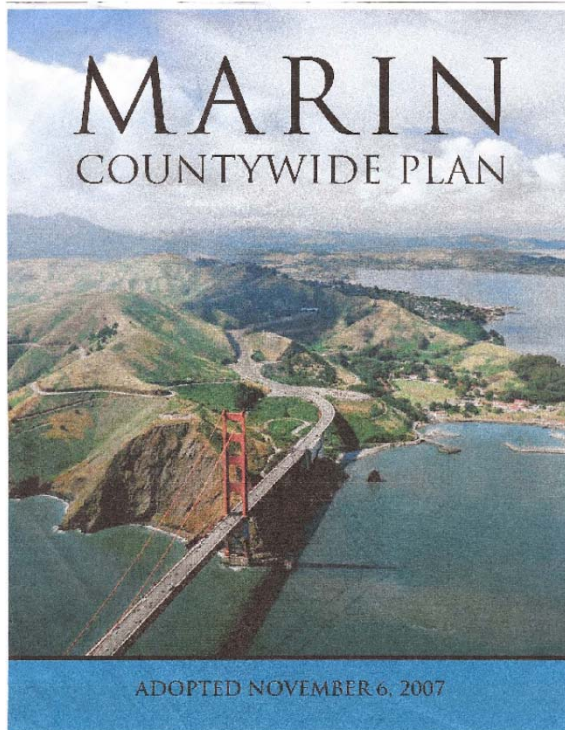
Typical Plan Elements - TBL

Community	Built Environment	Natural Environment
Community Design	Community Facilities	Air Quality
Economy	Housing/ Neighborhoods	Environmental Resources
Parks and Open Space	Land Use and Growth	Open Space
	Transportation	

Sustaining Places Elements

Community	Built Environment	Natural Environment
Community Design	Community Facilities	Air Quality
Economy	Housing/ Neighborhoods	Environmental Resources
Parks and Open Space	Land Use and Growth	Open Space
Arts & Culture	Transportation	Climate
Health & Safety	Energy	Waste Stream
Fiscal Vitality	Green Infrastructure	Food Production
Equity & Diversity		

Organizing Approaches



Triple Bottom Line

- Natural Systems
- Built Environment
- Community



Values-Based

- A Strong and Diverse Economy
- Vibrant Downtown
- Community Character Preservation
- A Variety of Housing Options
- Environmental Quality and Scenic Beauty
- Exceptional Recreational Opportunities
- Well-Connected Community
- Enlivened by the Arts and Culture
- Working as a Region
- A “Greener” Community

Linked to Budget



Economic Health



Environmental Health



Community and Neighborhood Livability



Safety and Wellness



Culture, Parks, and Recreation

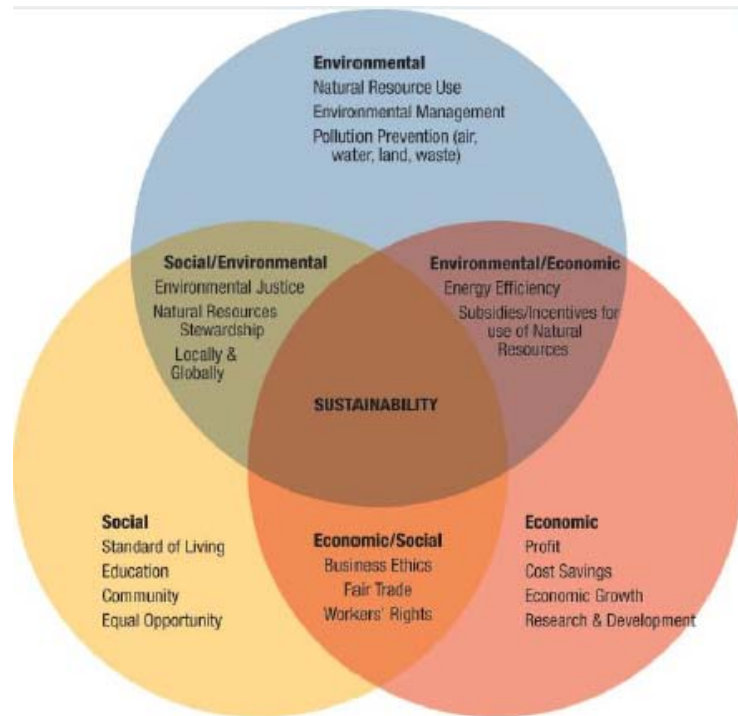


High Performing Community



Transportation

Traditional Elements

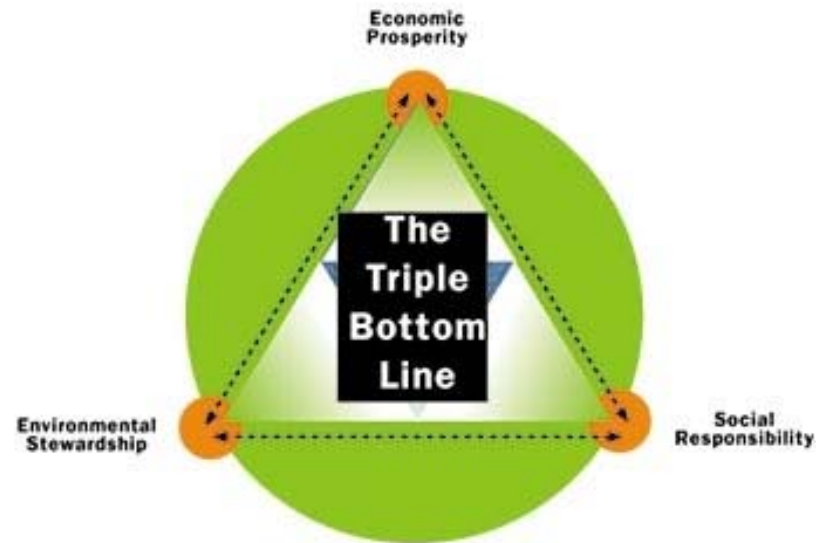


Land Use
Mobility & Transportation
Environmental Protection
Housing
Economic Development
Parks, Recreation & Open Space
Community Facilities
Urban Design
Regional Coordination

"Systems, not Silos"

Stronger linkage between related topics:

- Land Use
- Housing
- Transportation
- Economy & Finance
- Energy & Utilities
- Community Health & Safety
- Agriculture



PlanNYC – Cross-Cutting Topics



Case Study Examples

Norfolk, VA

Austin, TX

Rock Island, IL

Oklahoma City, OK

plaNORFOLK2030

- ✓ Vision
- ✓ Identifying Land Use Strategies
- ✓ Creating and Maintaining Healthy & Vibrant Neighborhoods
- ✓ Providing Transportation Options
- ✓ Enhancing Economic Vitality
- ✓ Promoting Environmental Sustainability
- ✓ Ensuring Housing Choices Supporting Lifelong Learning
- ✓ Delivering Quality Community Services
- ✓ Enjoying Daily Life
- ✓ Preserving Our Heritage
- ✓ Fostering Responsible Regional Cooperation
- ✓ Implementing plaNorfolk2030



Key Issues

Important
Linkages

Goals

Outcomes

Metrics

Actions

Policy Linkages

Key Issues - Neighborhoods

1. Enabling residents to take ownership of their neighborhoods.
2. Enhancing the vitality of Norfolk's neighborhoods.
3. Creating opportunities for vibrant neighborhoods.
4. Developing a strategy for guiding area planning efforts into the future.
5. Continuing implementation of previously prepared neighborhood planning efforts.

Goals, Outcomes, Metrics, Actions



Neighborhoods Goal 1. Enable neighborhood residents to take ownership of their neighborhoods.

Outcome N1.1. Enhanced resident and civic organization capacity to shape their communities.

Metrics:

- ✓ Percent change in activity and participation in civic organizations
- ✓ Percent change in participation in Neighbors Building Neighborhoods Academy

Action N1.1.1. Identify a core group of engaged neighborhood residents with the capacity to affect change, and work with them to prepare and implement community engagement strategies.



Single Family Suburban



Single Family Traditional



Single Family Urban



Downtown Character District



Traditional Character District



Suburban Character District



Plan Standards

Not used (standards not available when plan was developed) but will use to guide need for future amendments.

Plan Building Blocks:

Land Use and Transportation

Housing and Neighborhoods

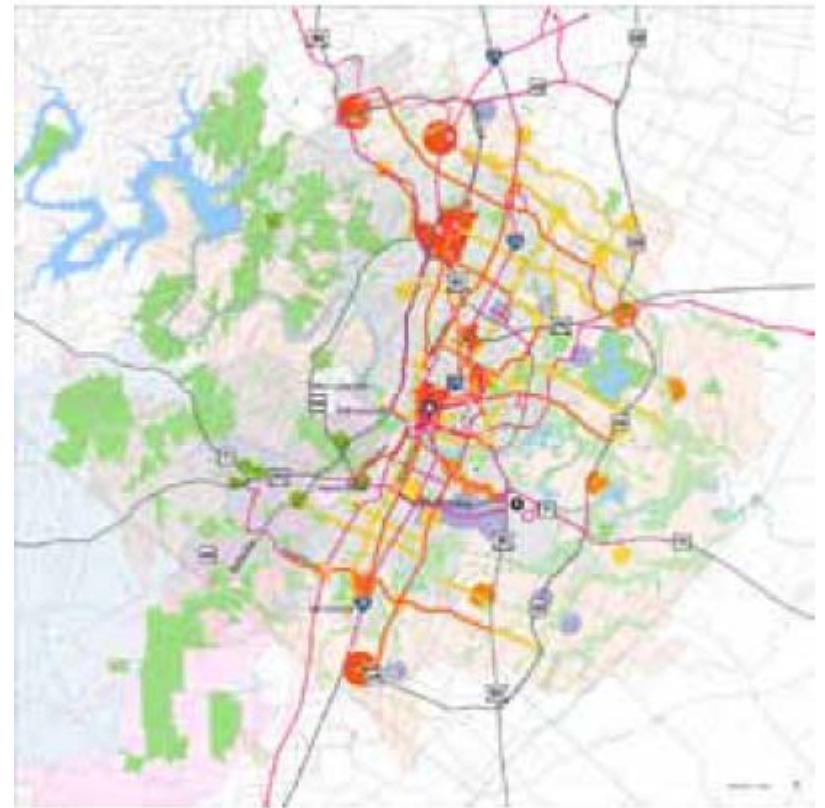
Economy

Conservation and
Environment

City Facilities and Services

Society

Creativity



IMAGINEAUSTON
Vibrant. Livable. Connected.

Key Strengths:

- Extensive community engagement process
- Innovative, all-encompassing plan document – triple bottom line focus
- Attractive, readable document
- Extensive focus on implementation



IMAGINING AUSTIN: OUR VISION OF A COMPLETE COMMUNITY

LIVABLE



- Healthy & Safe Communities
- Housing Diversity and Affordability
- Access to Community Amenities
- Quality Design/Distinctive Character
- Preservation of Crucial Resources

MOBILE AND INTERCONNECTED



- Range of Transportation Options
- Multimodal Connectivity
- Accessible Community Centers

VALUES AND RESPECTS PEOPLE



- Access to Community Services
- Employment, Food, and Housing Options
- Community/Civic Engagement
- Responsive/Accountable Government

PROSPEROUS



- Diverse Business Opportunities
- Technological Innovation
- Education/Skills Development

EDUCATED



- Learning Opportunities for All Ages
- Community Partnerships with Schools
- Relationships with Higher Learning

CREATIVE



- Vibrant Cultural Events/Programs
- Support for Arts/Cultural Activities

NATURAL AND SUSTAINABLE



- Sustainable, Compact, and Walkable Development
- Resource Conservation/Efficiency
- Extensive Green Infrastructure

Focus on Priority Programs

1. Compact and connected Austin
2. Sustainably manage our water resources
3. Continue to grow Austin's economy
4. Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city
5. Grow and invest in Austin's creative economy
6. Develop and maintain household affordability throughout Austin
7. Create a Healthy Austin Program
8. Revise Austin's development regulations to promote a compact and connected city

Focus on Priority Programs

Topic Group

Priority Program

Compact and Connected

1. **Compact and Connected:** Invest in a compact and connected Austin.
8. **Align Code:** Revise Austin's development regulations and processes to promote a compact and connected city.

Nature and City

2. **Sustainable Water:** Sustainably manage our water resources.
4. **Green Infrastructure:** Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city.

Creativity and Economy

3. **Workforce Development:** Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses.
5. **Creative Economy:** Grow and invest in Austin's creative economy.

Healthy and Affordable

6. **Household Affordability:** Develop and maintain household affordability throughout Austin.
7. **Healthy Austin:** Create a Healthy Austin program.

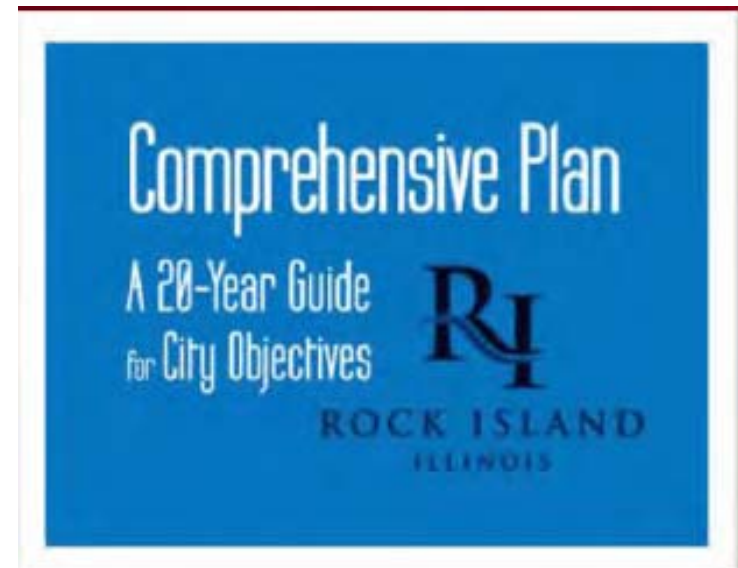
Plan Standards

- Not used to develop plan (standards not yet available)
- Now using to fill in gaps

Rock Island, Illinois

Guiding Principles:

- Built Environment
- Quality Education
- Prosperous Economy
- Housing & Neighborhoods
- Transportation & Mobility
- Community Services
- Healthy Community
- Natural Resources
- Regionalism



BUILT ENVIRONMENT VISION PRINCIPLES:

Rock Island's built environment is safe, attractive, and highly efficient, enabling residents to easily walk, bike, bus, or drive to destinations and meet daily needs.

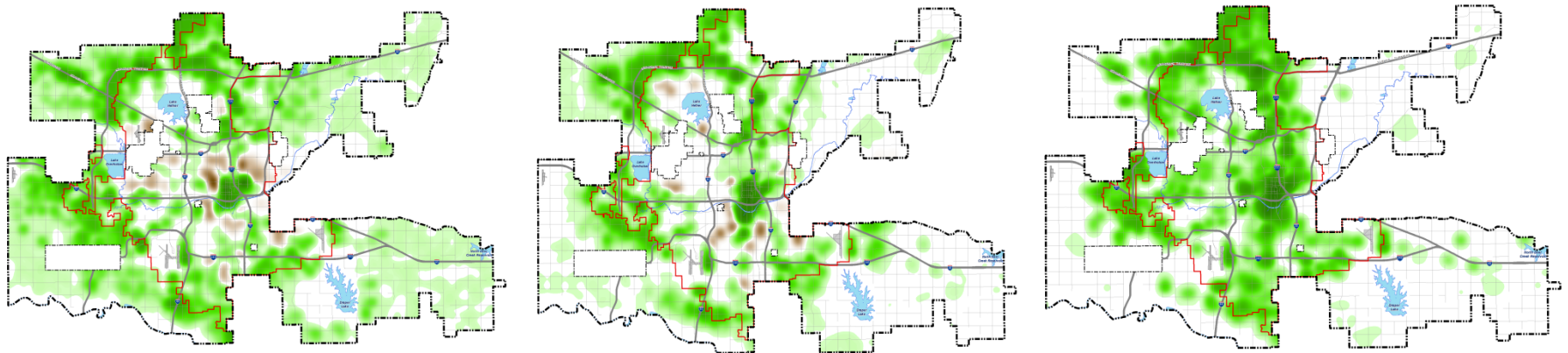
Rock Island is a leader in infill development and adaptive reuse, integrating sustainable and conservation-oriented design while retaining our historical context.

Plan Standards

The standards were heavily referenced by staff in creating the initial draft plan document.

planokc

planning for a healthy future



The planokc Process: **What's Next?**



What would this growth look like?

These transect bars illustrate representative slices of the city broken into zones. The width of each zone, and the percentage under it, reflect the amount of land within the city devoted to different development patterns. Building use and type vary depending on the zone. As each scenario allocates different amounts to each zone, different futures take shape.



sustainokc
future land use

connectokc
transportation

strengthenokc
economic development

liveokc
communities

playokc
parks and recreation

enrichokc
preservation, appearance, and culture

serveokc
public services

greenokc
environmental and natural resources

Plan Standards

Using as “checkpoint” to
ensure that nothing is
missed during plan
development process

Other Examples

- Albany, NY 2030 Plan
- Burlington, VT Legacy Plan
- Commerce City, Colorado
- Connecting Cleveland
- Plan Fort Collins
- Raleigh 2035 Plan
- Sustainable Seattle (being updated)

Tailoring Your Plan

- Many good examples emerging
- No “one size fits all” solution
- Plan standards can be used in varying ways to support plan development